AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application:

LISTING OF THE CLAIMS:

1 to 24. (Cancelled)

25. (Currently Amended) A system comprising:

a server communicatively coupled to a client device and configured to communicate content to the client device for display to a user, wherein the content includes information relating to an interactive activity and information relating to an advertisement, the interactive activity being separate from the advertisement; and

one or more software modules executing in an operating environment provided by the server and configured (a) to receive input from the client device in response to the user's interaction with the interactive activity, said input including, in a single transmission, information relating to the user's participation in the interactive activity and a request from the user to receive additional information relating to the advertisement, and (b) after receiving said input, to provide to the user additional information relating to the advertisement and to communicate content to the client relating to the interactive activity.

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26. (Original) The system of claim 25 further comprising a registration database to store user information.

27. (Currently Amended) The system of claim 25 further comprising a web browser executing in an operating environment provided by the client device, wherein the web browser is configured to receive a request from the user to receive additional information relating to the advertisement.

28. (Previously Presented) The system of claim 25, wherein the interactive activity comprises a web-based computer game.

29. (Previously Presented) The system of claim 25, wherein the content includes a check box and the server is configured to communicate the advertising information to the user when the received input indicates a user has marked the check box.

30. (Original) The system of claim 26, wherein the server is configured to store registration information for the user within the registration database prior to communicating the content to the client device.

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31. (Previously Presented) The system of claim 26, wherein the server is configured to retrieve registration information from the registration database when sending the advertising information to the user.

32. (Original) The system of claim 25, wherein the server is configured to extract an email address from the received input and to send the advertising information to the user by an electronic mail message.

33 to 38. (Cancelled)

39. (Currently Amended) A method comprising:

displaying a user interface on a display permitting a user to participate in an interactive activity;

during the display of the user interface, displaying advertising information on the same display without interfering with the user's ability to participate in the interactive activity, the interactive activity being separate from the advertising information;

during the display of the user interface, receiving from the user a first signal indicating an interest in receiving additional information related to the advertising information; and

causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interfering with the user's ability to participate in the interactive activity;

wherein causing the additional information to be provided to the user comprises

transmitting a second signal indicating the user's interest in receiving the additional information,

the second signal being transmitted in response to the user's interaction with the interactive

activity.

40. (Previously Presented)   The method of claim 39 wherein the interactive activity is a

game, and wherein the advertising information is displayed during the game, the first signal is

received from the user during the game, and said additional information is provided to the user

without interrupting the game.

41. (Previously Presented) The method of claim 39, wherein the user interface is

provided by a client computer connected over a network to a server computer.

42. (Cancelled)

43. (Currently Amended) The method of claim 39, wherein causing said additional

information to be provided to the user includes causing an electronic mail message to be sent to

the user.

44. (Previously Presented) The method of claim 39, wherein the first signal is generated

in response to the user checking a check box in the user interface.

45. (Previously Presented) The method of claim 39, further including registering the user prior to displaying the user interface.

46. (Previously Presented) The method of claim 45, wherein causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interrupting the user's ability to participate in the interactive activity, includes causing registration information for the user to be retrieved.

47. (Previously Presented) The method of claim 39, wherein causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interrupting the user's ability to participate in the interactive activity, includes capturing an email address of the user.

48. (Currently Amended) A software product stored on a computer readable medium having instructions for causing a computer to:

display a user interface on a display permitting a user to participate in an interactive activity;

during the display of the user interface, display advertising information on the same display without interfering with the user's ability to participate in the interactive activity, the interactive activity being separate from the advertising information;

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during the display of the user interface, receive from the user a first signal indicating an

interest in receiving additional information related to the advertising information; and

cause said additional information related to the advertising information to be provided to

the user in response to the first signal, without interfering with the user's ability to participate in

the interactive activity;

wherein causing the additional information to be provided to the user comprises

transmitting a second signal indicating the user's interest in receiving the additional information,

the second signal being transmitted in response to the user's interaction with the interactive

activity.

49. (Previously Presented) The software product of claim 48 wherein the interactive

activity is a game, and wherein the advertising information is displayed during the game, the first

signal is received from the user during the game, and said additional information is provided to

the user without interrupting the game.

50. (Previously Presented) The software product of claim 48, wherein the user interface

is provided by a client computer connected over a network to a server computer.

51. (Cancelled)

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52. (Previously Presented) The software product of claim 48, wherein instructions for causing a computer to cause said additional information to be provided to the user includes instructions for causing a computer to cause an electronic mail message to be sent to the user.

53. (Previously Presented) The software product of claim 48, further comprising instructions for generating the first signal in response to the user checking a check box in the user interface.

54. (Previously Presented) The software product of claim 48, further including instructions for causing a computer to register the user prior to displaying the user interface.

55. (Previously Presented) The software product of claim 54, wherein instructions for causing a computer to cause said additional information related to the advertising information to be provided to the user in response to the signal, without interrupting the user's ability to participate in the interactive activity, includes instructions for causing a computer to cause registration information for the user to be retrieved.

56. (Previously Presented) The method of claim 48, wherein instructions for causing a computer to cause said additional information related to the advertising information to be provided to the user in response to the signal, without interrupting the user's ability to participate

in the interactive activity, includes instructions for causing the computer to capture an email address of the user.

57 to 59. (Cancelled)

60. (Currently Amended) A method comprising:

displaying information about an interactive activity to a user on a display associated with a client computer;

receiving at the client computer a request for advertising information and information related to the user's participation in the interactive activity, the interactive activity being separate from the advertising information; and

simultaneously transmitting to a server the user's request for advertising information and the information related to the user's participation in the interactive activity, wherein transmitting is performed in response to the user's interaction with the interactive activity.

61. (Cancelled)

62. (Currently Amended) A system comprising:

means for displaying a user interface on a display permitting a user to participate in an interactive activity;

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means for, during the display of the user interface, displaying advertising information on the same display without interfering with the user's ability to participate in the interactive activity, the interactive activity being separate from the advertising information;

means for, during the display of the user interface, receiving from the user a first signal indicating an interest in receiving additional information related to the advertising information; and

means for causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interfering with the user's ability to participate in the interactive activity;

wherein causing the additional information to be provided to the user comprises transmitting a second signal indicating the user's interest in receiving the additional information, the second signal being transmitted in response to the user's interaction with the interactive activity.

63 to 65. (Cancelled)